

Volvo Directors Name West Coast President

Robert J. Sinclair has been elected president of Volvo Western Distributing, Inc., of Torrance, the company which distributes Volvo automobiles to dealers in 10 western states.

Sinclair, who for the past year has been operating head of the distributorship with the title of vice-president and general manager, was elected of president at the annual meet-

Stamp Club Plans Quiz For Meeting

A stamp quiz will be the feature of the evening when the Torrance Stamp Club holds its regular meeting Monday. Club members will gather at the Scott Park Community Building, 23410 Caticill Ave., Wilmington, beginning at 7:30 p.m.

Terry Wenger was recently elected club treasurer, replacing Harry Marrine, who was unable to assume this office.

Vico Wants Newsletter Published

Communication among the city's residents is one of the biggest problems in Torrance today, according to Councilman George Vico, who is seeking reelection in the April 9 municipal election.

Vico said he has long been concerned because residents do not identify their own neighborhoods with the entire city.

"Torrance is split and divided instead of being the big city it should be," he said. "One method of improving communications, Vico said, would be to publish a monthly newsletter to acquaint residents with what is happening in their city.

"Cities half our size have found this is an effective way to create the community spirit and a progressive feeling. And, I don't mean some newsletter put out by a bureaucrat in city hall which is dull and lifeless. I mean a newsletter put out by a professional communication firm. We hire professionals for architectural work and other creative projects. This is the same attitude with which we should approach a city newsletter," Vico said.

Such a newsletter, he added, would prevent problems from developing by explaining the goals of various city projects before they begin.



LINCOLN SAVINGS

It's time

to review your savings program

Much is happening this year that could affect your financial future. So it's a good time to review your savings program. How much are your savings earning for you? Are they safe and secure? Are they available when you need them? Why not check and be sure? Then, take a look at Lincoln.

Lincoln's passbook account offers saves the highest interest rate available in the nation on an insured passbook account. Your savings earn 5.13% when our current annual rate of 5% is compounded daily and maintained for a year.

If you're a long term saver, choose a Lincoln 5 1/4% bonus account. In addition to the 5% current annual interest rate, you'll earn an extra 1/4% interest per year. Paid at the end of 3 years on accounts opened in multiples of \$1,000.

What's more, on all accounts, savings earn interest from date of receipt to date of withdrawal when held for three months. Funds received by the 10th of the month earn interest from the 1st.

At Lincoln, your savings are hard working, readily available and safe. Look into Lincoln soon.

Register to vote

For your convenience, voter registration facilities are available at all offices of Lincoln Savings and Loan Association.

MAIN OFFICE 630 West Sixth Street at Hope, Los Angeles • 628-0211
 SHERMAN OAKS 13701 Riverside Drive at Woodman, Sherman Oaks • 783-3130
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 HOLLYWOOD 6211 Hollywood Boulevard at Argyle, Hollywood • 466-6211
 TORRANCE 21705 Hawthorne Boulevard at Carson, Torrance • 371-6535
 SANTA ANA 1631 North Bristol at 17th, Santa Ana • 547-0771

OFFICE HOURS: Main office: Monday thru Friday 9:00 am to 4:00 pm. Branches: Monday thru Thursday 9:00 am to 4:00 pm, Friday: 9:00 am to 6:00 pm
FREE PARKING

LINCOLN SAVINGS

Nearly 1/2 billion dollars in assets and over 40 years of experience.
 Member: Federal Savings and Loan Insurance Corporation
 Federal Home Loan Bank

discount of savings in this ad!

THE DISCOUNT SAVINGS ON MEAT AND PRODUCE WHICH ARE NOT INCLUDED IN THIS COMPUTATION

| CANNED FOODS | SOME STORES CHARGE | ALPHA BETA DISCOUNT PRICE |
|--|--------------------|---------------------------|
| CONTADINA • 300 CAN • WITH TOMATO BITS | | 24¢ 23¢ |
| TOMATO SAUCE | | |
| CONTADINA • 6 OUNCE CAN | | 17¢ 16¢ |
| TOMATO PASTE | | |
| CARNATION • NO. 1/2 CAN | LIGHT MEAT | 30¢ 27¢ |
| CHUNK TUNA | | |
| CHEF BOY-AR-DEE • 15 1/2 OUNCE CAN | | 37¢ 35¢ |
| BEEF RAVIOLI | | |
| CHEF BOY-AR-DEE • LASAGNE • 15 1/2 OZ. CAN | | 30¢ 28¢ |
| 2 1/2 CAN • SLICED, CHOPPED OR WHOLE | | |
| DELUXE MUSHROOMS | | 29¢ 24¢ |

Double Discount

PUREX BLEACH

HALF GALLON LIQUID

32¢

SOME STORES CHARGE 37¢

| | | |
|--------------------------------|--|---------|
| CONTADINA • 2 1/2 CAN • FEELED | | 37¢ 34¢ |
| PEAR TOMATOES | | |
| HUNT'S • 300 CAN | | 27¢ 25¢ |
| STEWED TOMATOES | | |

| MISCELLANEOUS | | |
|--------------------------|--|---------|
| DEL MONTE • 46 OUNCE CAN | | 29¢ 20¢ |
| Pineapple Juice | | |
| 28 OUNCE PACKAGE | | 89¢ 79¢ |
| MINUTE RICE | | |

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|-----------------------|--|---------|
| 1-LB. CARTON | | 29¢ 26¢ |
| BLUE BONNET MARGARINE | | |

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| HELLO'S • 11 OZ. PACKAGE | | 49¢ 43¢ |
| POP TARTS ALL VARIETIES | | |

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|-------------------------|--|---------|
| SWISS MISS • 1-LB. SIZE | | 75¢ 63¢ |
| INSTANT COCOA | | |

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|---|--|-------|
| FRUIT • VEGETABLES • DINNERS • STRAINED | | 9¢ 8¢ |
| BEECHNUT Baby Food | | |

Double Discount

KING SIZE FAB DETERGENT

89¢

SOME STORES CHARGE \$1.37

Spring GARDEN SALE

TAM JUNIPER

6 for \$2.88

49¢ ea

DICONDRA FOOD

Lb. \$3.49

Covers 5000 Sq. Ft.

Available at this location
 2720 CABRILLO AVE.
 (at Sepulveda Torrance)

| MISCELLANEOUS ITEMS | SOME STORES CHARGE | ALPHA BETA DISCOUNT PRICE |
|--|--------------------|---------------------------|
| 6 OUNCE JAR | | 35¢ 33¢ |
| RODS GARLIC SPREAD | | |
| 3-LB. CAN | | 79¢ 75¢ |
| LUFFO SHORTENING | | |
| HUNGRY JACK • 2-LB. SIZE | | 53¢ 49¢ |
| PANCAKE MIX | | |
| 3-LB. SIZE • BUTTERMILK PANCAKE MIX | | 69¢ 69¢ |
| 1-LB. BOXES • POWDERED LIGHT OR DARK BROWN | | 18¢ 17¢ |
| C & H SUGAR | | |
| BETTY CROCKER • 5.35 OUNCE PACKAGE | | 45¢ 42¢ |
| Scalloped Potatoes | | |
| BETTY CROCKER • AU GRATIN POTATOES • 5.8 OZ. 4 1/2 | | 44¢ |
| PUSS 'N' BOOTS • NO. 1 TALL CAN | | 17¢ 15¢ |
| FISH CAT FOOD | | |
| VARIETY PACKAGE • 36 OUNCE | | 89¢ 85¢ |
| PRIME DOG FOOD | | |

Double Discount

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|-------------------------------|--|---------|
| EVANS • 2-LB. PACKAGE • WHITE | | 37¢ 34¢ |
| Long Grain Rice | | |

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|--------------------------------|--|---------|
| 18 1/2 OUNCE CAN • FOR WINDOWS | | 59¢ 46¢ |
| EASY OFF SPRAY | | |
| 22 OUNCE • DETERGENT | | 59¢ 58¢ |
| LIQUID THRILL | | |
| FAULTLESS • 20 OUNCE | | 74¢ 49¢ |
| FABRIC FINISH | | |

FROZEN FOODS

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| TREESWEET • FROZEN • 8 OZ. CAN | | 25¢ 24¢ |
| ORANGE JUICE | | |
| 12 OUNCE CAN | | 49¢ 47¢ |

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|---------------------------|--|---------|
| FROZEN • YOUR CHOICE | | 89¢ 79¢ |
| SARA LEE CAKES & PASTRIES | | |

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| ROSARITA • FROZEN • ALL VARIETIES | | 49¢ 43¢ |
| MEXICAN DINNERS | | |

ALPHA BETA BROCCOLI SPEARS

14 OZ. PACKAGE

22¢

29¢ VALUE

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| FROZEN • 6 OUNCE • ALL VARIETIES | | 23¢ 18¢ |
| MORTON MEAT PIES | | |

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|------------------------------------|--|---------|
| GREEN GIANT • FROZEN • 10 OZ. PKG. | | 37¢ 30¢ |
| LEAF SPINACH | | |

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| GREEN GIANT • FROZEN • 10 OZ. PKG. | | 37¢ 30¢ |
| NIBLETS CORN | | |

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|------------------------------------|--|---------|
| GREEN GIANT • FROZEN • 10 OZ. PKG. | | 37¢ 30¢ |
| MEDIUM PEAS | | |

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|--|--|---------|
| Green Giant • Frz. • 9 oz. pkg. • Fr. Sliced | | 37¢ 30¢ |
| GREEN BEANS | | |

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| ALPHA BETA • 1-LB. PACKAGE • FROZEN | | 25¢ |
| TASTY TATERS | | |

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| ARRIVEDerci • FROZEN • 17 OUNCE | | 63¢ |
| CHEESE PIZZA | | |

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| PEPPERONI PIZZA • 19 OZ. | | 79¢ |
| FROZEN • 9 OUNCE PACKAGE | | |
| MORTON HONEY BUNS | | 29¢ 25¢ |

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| FROZEN • HALF GALLON | | 69¢ 59¢ |
| FOREMOST SHERBET | | |

Double Discount

About Our DOUBLE DISCOUNTS

They mean extra savings for you. Made possible by special purchases with the cost reductions passed on to you. Look for them throughout the store.

ALPHA BETA'S DISCOUNT PRICING POLICY

- We pledge to price off items (except government controlled and fair traded) at the absolute base relationship.
- We will always lower prices of products reduced in cost to us to give you full benefits of all savings.
- Our Double Discounts give you benefit of temporary price reductions made possible by manufacturers' special offers.
- We pledge not to increase any prices except on those products raised in cost to us by our suppliers.

WE PLEDGE TO GIVE YOU THE BENEFIT OF EVERY COST REDUCTION IN LOWER PRICES.

| DELICATESSEN & CREAMERY | SOME STORES CHARGE | ALPHA BETA DISCOUNT PRICE |
|--|--------------------|---------------------------|
| 4 OUNCE PACKAGE • IMPORTED • 59¢ VALUE | | 54¢ |
| ALPHA BETA SLICED HAM | | |
| 4 1/2 OZ. PACKAGE • IMPORTED | | 69¢ 65¢ |
| DANOLA SLICED HAM | | |

ALPHA BETA - LARGE SLICED BOLOGNA

14 OZ. PACKAGE

59¢

69¢ VALUE

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|--------------------------------|--|---------|
| 3 OUNCE PACKAGES • 5 VARIETIES | | 39¢ 35¢ |
| LEO'S CHIPPED MEATS | | |

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| 2-LB. LOAF • CHEESE FOOD | | \$1.09 98¢ |
| VELVEETA | | |

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|---|--|--------|
| ALPHA BETA • \$1.89 VAL. • MIN. NET WT. 1-LB. 8-oz. | | \$1.49 |
| READY TO EAT 9 PIECES OF CHICKEN | | |

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| ALPHA BETA • \$1.09 LB. VALUE | | 93¢ |
| SHARP CHEDDAR CHEESE | | |

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| BOB'S • 8 OUNCE JAR | | 39¢ 37¢ |
| 1000 ISLAND Dressing | | |

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| BOB'S BLEU CHEESE DRESSING • 8 OZ. | | 49¢ 47¢ |
| BOB'S ROQUEFORT DRESSING • 8 OZ. | | 59¢ 58¢ |
| KRAFT MIRACLE • 1-LB. • INCL. 4¢ OFF | | 29¢ |
| WHIPPED MARGARINE | | |

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|---------------------------------------|--|---------|
| 6 OUNCE CARTON • 11 FLAVORS • LOW FAT | | 23¢ 21¢ |
| YONSON YOGURT | | |

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| LEITER SPECIAL • HALF GALLON | | 23¢ 19¢ |
| IMO DRESSING | | |

FOREMOST HOPSCOTCH ICE CREAM

HALF GALLON

59¢

SOME STORES CHARGE 69¢



What makes Alpha Beta checkers so cheerful? Ask the Man in Blue

His answer will go something like this, "Sure our checkers are cheerful. And so are our produce people, our delicatessen staff and our clerks. Everybody at Alpha Beta is cheerful—from butchers to box boys, including me, the man in charge. After all, we're in the business to serve you. And we never forget it."

Alpha Beta's Man in Blue takes pride in his store and in its products. And his genuine interest in his customers is shared by every member of his staff—the friendly, courteous, helpful people who make Alpha Beta the nicest place in your neighborhood to shop. You'll like it.

| BAKERY & CONFECTIONS | SOME STORES CHARGE | ALPHA BETA DISCOUNT PRICE |
|-------------------------------|--------------------|---------------------------|
| ALPHA BETA • LARGE • 14 OUNCE | | 69¢ VALUE 49¢ |
| ANGEL FOOD CAKE | | |

ALPHA BETA FLUFFY BREAD

15 OZ. LOAF REG. & SANDWICH WHITE OR WHEAT

22¢

25¢ VALUE

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|----------------------------|--|---------|
| 22 OUNCE PACKAGE • VANILLA | | 39¢ 36¢ |
| SUNSHINE WAFERS | | |

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| WABISCO • 1-LB. PACKAGE | | 39¢ 36¢ |
| FIG NEWTONS | | |

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| ALPHA BETA • 22 1/2 OUNCE LOAF | | 36¢ |
| SPLIT TOP BREAD | | |

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| 9 1/4 OZ. PACKAGE • CHOC. CHIP OR OATMEAL | | 39¢ 35¢ |
| MR. CHIP COOKIES | | |

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|---------------------------|--|---------|
| BURRYS • 10 OUNCE PACKAGE | | 39¢ 35¢ |
| FUDGETOWN Cookies | | |

Double Discount

NABISCO YOUR CHOICE • 6 VARIETIES 10¢ CANDY BARS

10 39¢

SOME STORES CHARGE 5 FOR 39¢

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|---|--|---------|
| CRIFTON • BOX OF 200 • ASSORTED & WHITE | | 29¢ 27¢ |
| FACIAL TISSUE | | |

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|---------------------------------------|--|---------|
| 4-ROLL PACK • ASSORTED COLORS & WHITE | | 39¢ 36¢ |
| ZEE TOILET TISSUE | | |

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|-----------------------------|--|---------|
| PACK OF 12 • REGULAR, SUPER | | 39¢ 38¢ |
| MODESS TEENAGE & YEE-FORM | | |

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|------------------------------|--|------------|
| PACK OF 24 • MODESS REGULAR | | 73¢ 71¢ |
| PACK OF 36 • MODESS YEE FORM | | \$1.09 89¢ |

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| GIANT SIZE PACKAGE | | 83¢ 81¢ |
| IVORY SNOW | | |

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| BATH SIZE | | 21¢ 20¢ |
| ZEST BAR SOAP | | |

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| PACK OF 3 • REG. SIZE • INCL. 12¢ OFF | | 39¢ 30¢ |
| SAFEGUARD BAR SOAP | | |

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| GIANT SIZE PACKAGE • INCL. 12¢ OFF | | 99¢ 81¢ |
| SPIC & SPAN Cleaner | | |

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| FAULTLESS • 22 OUNCE CAN | | 74¢ 49¢ |
| SPRAY SARGH | | |

STORE HOURS
 MON. THRU FRI. 10 A.M. TO 9 P.M.
 SAT. AND SUN. 10 A.M. TO 7 P.M.

ALPHA BETA Best for Less!

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED • WE RESERVE THE RIGHT TO REFUSE SALES TO COMMERCIAL DEALERS • SALES TAX COLLECTED ON ALL TAXABLE ITEMS

every single day!

LEADER TOO!

Your Nearby Alpha Beta Markets Are Located at:

- TORRANCE 2720 Cabrillo Ave. at Sepulveda 3130 190th St. at Anra
- DOMINGUEZ HILLS/CARSON 1910th St. at Avalon
- REDWOOD 1880 S. Pacific Coast Hwy.
- LONG BEACH 1398 S. Willow at Carson